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NTV7 TO MAKE SPECIAL BROADCAST ON DR MAHATHIR'S VISIT

KUALA LUMPUR, Aug 26 (Bernama) -- The latest private television station ntv7 will make a special live telecast of Prime Minister Datuk Seri Dr Mahathir Mohamad's visit to Sarawak tomorrow to viewers in the state and Sabah.

Natseven TV Sdn Bhd, the station owner, said in a statement today that the special broadcast would include Dr Mahathir's arrival in Kuching at 9.45am tomorrow and later the opening of the new ship lock and barrage at Demak Laut.

The station will also televise live Dr Mahathir addressing a meet-the-people gathering at Stadium Perpaduan in Petra Jaya in the afternoon.

The opening of the Parti Pesaka Bumiputera Bersatu (PBB) Sarawak General Assembly by Dr Mahathir at 3pm on Friday will also be carried live.

Natseven TV Sdn Bhd, a wholly-owned subsidiary of Sarawak-based Encorp Group Sdn Bhd, said with the special broadcast, the station would be making history as the first national television station to be able to broadcast specific programmes for specific regions.

The regional breakaway programme is possible because of ntv7's state-of-the-art digital broadcasting system and networking which allowed for such programmes and commercials.

"ntv7 will be able to target specific viewers with their tailor-made programmes whilst advertisers can pitch their products or services at a specific target audience thereby increasing the effectiveness of their promotional dollar," it added.

-- BERNAMA  
NHD TS